

THE TRUMP ORGANIZATION AND FIRST MERIDIAN MORTGAGE ANNOUNCE THE FORMATION OF TRUMP FINANCIAL

NEW YORK, NY JUNE 27, 2007 - The Trump Organization is pleased to announce an exclusive strategic alliance with First Meridian Mortgage and the formation of a new entity to operate as Trump Financial. Trump Financial will offer its prospective clients an array of financial products and services while at the same time remaining focused on First Meridian's expertise in the residential mortgage arena.

Since its founding in 1991, First Meridian has developed an excellent reputation for providing the highest quality service at the most competitive prices as well as introducing innovative loan products for individual borrowers and real estate developers. Over the years, First Meridian has experienced steady growth in its mortgage applications and closings, making it one of the fastest growing mortgage banking companies in the country. Led by its entrepreneurial Founder and CEO, David Brecher, First Meridian has established a foothold in prime real estate areas such as New York, South Florida, Connecticut, California, Washington D.C., Pennsylvania, New Jersey, Virginia and Massachusetts. First Meridian is a licensed mortgage banker in 12 states (NY, NJ, CT, FL, CA, PA, MA, DC, MD, IL, VA, and MN) and has established a strong name in the real estate financing industry for its outstanding service, professionalism and integrity.

Trump Financial will combine the strengths of The Trump Organization with First Meridian's expertise in the residential mortgage sector to become a leader in the financial services industry. The success of Trump Financial will be achieved by a team of professionals who thoroughly adhere to standards set by Mr. Trump himself. It will offer its clients first-class service accessible to all, careful attention to detail, creative thinking, constant client interaction and feedback, an overall "white glove" business experience, and above all else, impeccable integrity.

"First Meridian is proud to be a part of The Trump Organization family and will strive to capitalize on this unique opportunity and ensure the success of this venture", Brecher said.

For more information about Trump Financial or about this press-release, please call (866) 796-7523 or email info@trumpfin.com.